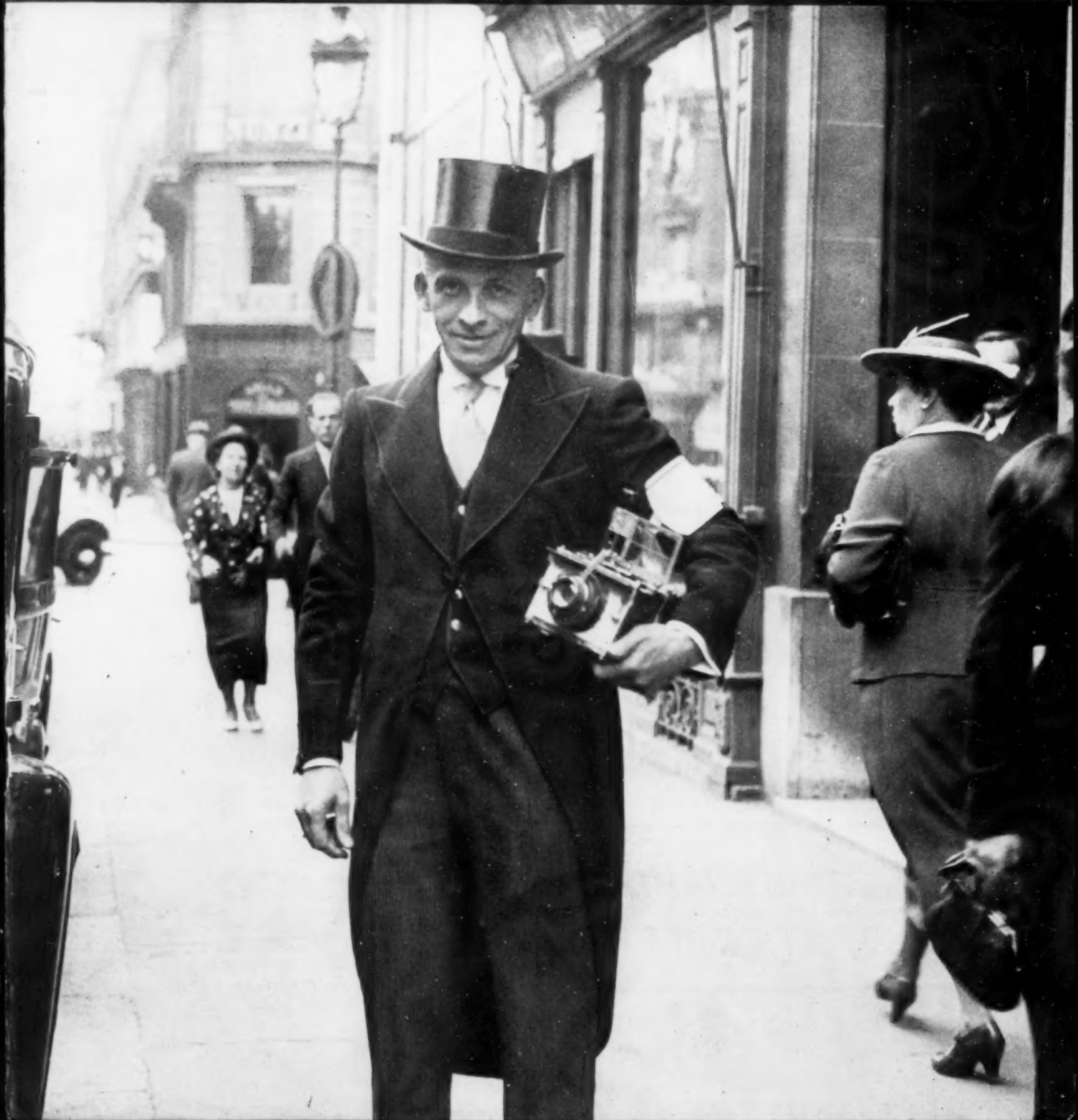


THE

AUGUST, 1934

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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AT DEADLINE

By R. L. P.

WHAT would you study this fall if you were to return to college to train yourself for a journalistic career? Would you enroll in an established journalism school—or would you enter the arts college and “shop around” for the studies and subjects which you believed would best fit you for your future?

These questions arose after editing Arthur Coleman's article for this issue of THE QUILL. Perhaps it will arouse the same questions in your mind, set you to thinking about the schools and what you would study if given another chance.

To begin with, we find ourselves at odds with Contributor Coleman in regard to schools of journalism. If you have read THE QUILL at all consistently you probably will have noticed that this department and the magazine editorially have always stood up for the schools. We have voiced criticism at times—and probably will do so again. We feel that schools and departments of journalism have an important part to play in the journalism of today and tomorrow. Not all schools and departments—we hasten to say—but there are plenty of good ones to be found. The schools have an important job to do in preparing men and women for work in the various journalistic fields and most of them take the job seriously.

The schools are here to stay—although their number will rightfully decrease as time goes on and more attention is paid to the developing of graduate schools.

NOW to get back to what studies we would take or you would take if permitted to go back to school this fall as a full-time student.

Any graduate who thinks along those lines, of course, has the advantage of hindsight. After six, eight, ten or a dozen years in the practical field he knows, or thinks he knows, the studies he *might* have taken that *might* have shaped or charted his career to date somewhat differently.

Moreover, any selection of studies he would like to take *now* probably has a definite bearing on the job he now holds or hopes to hold in the

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Why Journalism Schools?

This Graduate Questions Their Worth Says They Deal Only With Superficial

By ARTHUR COLEMAN

Associate Editor, Holland's Magazine

EVER since my journalism days at the University of Texas, back in the early twenties, I have been seriously trying to find a defensible *raison d'être* for schools of journalism.

Texas even then had a school of journalism that ranked "second only to Missouri" (and there were those who weren't sure Missouri wasn't overrated). It had a crack daily with a circulation of five or six thousand. It had a literary magazine. It had a comic magazine. It was the site of the editors of an independent college-humor magazine. It had courses in everything from straight reporting to "journalistic jurisprudence"—and I got my best lesson in the latter when a postoffice inspector called on me concerning a story I had written, and the editors had okayed and published, about a lottery. He was polite, but I'll never forget his firmness.

My skepticism, therefore, was born of no lack of activities and curriculum, or any feeling of inexperience or incompetence on my part. Wasn't I on the daily staff, and an editor on two magazines, the literary and the self-supporting independent? I was experienced as hell.

IT was not until the third metropolitan-daily job I'd held in too rapid succession that I began to doubt. Somehow, I found quite a lot of things my "experience" didn't cover. Also, I saw another youngster who started at the same time I did, but with the tremendous advantage of knowing he was untrained, become a far abler reporter than I—and he'd never seen inside a

college. I looked at the staff, and saw that the ablest men were all non-college.

Indeed, without question, the best was a screwy Yid who picked news breaks literally out of the air. He'd say, out of the blue, "Such-and-such is happening," and depart, and come back with the story. It was always real stuff, too. Now he's insane and a legend.

That started me to wondering what price journalism schools? Clearly, I had been given nothing I could not have picked up in a couple of weeks in the city room—the lad who started with me had done it. What had I got in school that was worth the time and money and effort?

With this question in mind, I've observed and listened to and tried to read the stuff of every journalist I've met—reporters, magazine writers, editors of all kinds—and considered them in the light of their educational (not necessarily school) backgrounds. And I have come to the conclusion that schools of journalism do not provide adequate basic training for either writing, editing, or intelligent living, let alone turn out experienced products; and that, what's perhaps worse, they leave their students intellectually and esthetically immature.

True, this is a charge that can be and is leveled at the whole field of higher education in America; but it seems to me particularly applicable to journalism schools.

WHY? As well as I can analyze it, it's because journalism course are



Arthur Coleman

essentially empty—second only for "tiresome elaboration of the perfectly obvious" to courses in education.

Examine journalism curricula as I do, with all good will, I can find in them no solid content of knowledge peculiar to journalism that cannot be imparted in, at most, two leisurely six-hour courses—and I include "history of journalism," reporting, and editorial, feature, and advertising writing. By "peculiar to journalism," I mean the forms. All else—except jurisprudence, which is law, and "ethics," which is what the professor makes up, and the short and not too sweet history—boils down to writing in the simplest, which is to say the most effective, way. Any first-class composition course will give you that.

In plain English, we have been and are insisting on elevating what is basically a skill to the level of a profession—and it can't be done. Not unless we get loose with our terms; not if we define profession as a field containing a solid core of transmissible

THOUGH we do not agree with the conclusions in regard to journalism schools expressed in this article from Arthur Coleman, associate editor of Holland's Magazine of the South, we are happy to present them to readers of The Quill as the honest criticism and convictions of a journalism school graduate who has made good in his chosen field. After reading this article, we suggest you read what Damon Runyon has to say in regard to journalism schools in the article that follows. And, in case you missed it before, read the spirited discussion of journalism schools by Robert M. Hutchins, president of the University of Chicago, and J. L. Morrill, Acting President of the Ohio State University, in the March issue of The Quill.

knowledge peculiar to it—such as medicine, the law, the sciences, or even accounting. Journalism simply does not have such a body of knowledge. It is a service vocation devoted to the transmission and interpretation of other knowledge.

Particularly in this work of transmission, journalism is nothing but a skill. In interpretation, however, it can and should be more than that: an art—and a few gifted journalists have made it just that. As an art, it depends on and calls for more contribution from the individual than from any outside training he can acquire. This is not to say he cannot learn from other sources; indeed, he must. But it is to say that he cannot be taught by anybody or any institution to be a journalist. That he must become.

The things with which journalism schools now concern themselves—laboratory “experience” included—are the purely superficial aspects of the trade. Perhaps necessarily so; for the foundation studies a journalist needs are to be secured only from other departments and other schools in the university: the school of journalism is not equipped to teach those studies. Moreover, with its own thin courses, it now occupies time which the student could and should be giving to those other courses of study that can make him a thinking being and, if he has ability, will enable him to become a journalist.

JUST what are some of these courses? Sometimes I am inclined to say, “Almost anything but so-called journalism.” And I can defend such a statement. As a matter of fact, I think I’ve met more one-time civil and electrical engineers in newspaper and magazine work than I’ve found journalism-school products. Certainly the ablest journalists I know never studied journalism in their college years.

But there are certain basic studies of real content in which a would-be journalist can spend his time to much fuller profit than in others. Some may strike the student as far-fetched; but I can assure him that any practicing journalist—or any other individual, for that matter—who continues to grow mentally and otherwise will inevitably come to recognize his real need for some or all of them—usually too late to do anything about it except in his spare time.

First, of course, is English, English, and more English, including semantics, the study of meaning. Literature—comparative, classical, modern. Poets and essayists and novelists. There can’t be too much English in the journalist’s kit. This should be obvious; a

ARTHUR COLEMAN, who voices outspoken criticism of journalism schools in the accompanying article, is a graduate of the journalism department at the University of Texas.

After leaving school, he joined the copy desk of the Fort Worth Star-Telegram. He next became a reporter on the Houston Dispatch and then on the Houston Chronicle. Then he yielded to the urge that comes at least once to almost every newspaperman, buying and editing a country weekly in Central Texas. After two and a half years in the weekly field he sold the paper—at a profit—to become associated with Holland’s magazine.

For the last 10 years he has done feature stuff, singly and in series, the editorial page and routine tasks on the magazine.

journalist’s chief, almost his only, tool is words. He must have or develop a “feel,” a sympathy, a deep-rooted appreciation for them. They must hold for him, above all people, color—and colors—and fragrance and life and meaning. A botanist recently wrote, “A keen mind without the sharpened tool which the right word provides is as helpless as a master carpenter with his bare hands. Any education which blurs and slurs, which does not reverence the beautiful precision of words, is a betrayal of all the human mind has struggled to achieve.”

But the scientist didn’t stop there, and neither should the embryonic journalist. He went on to point out the relative imprecision of English. And so by implication he indicated the journalist’s need for comparative study of language—Latin, which is basic, and French and Greek, the most complete and precise of languages—and etymology. This is not saying the journalist should become a linguist; it is merely saying he should know what language is and how it came to be so.

SO much for the primary tool of the journalist. But that tool will be valueless unless he has material to which to apply it, and informed intelligence to guide him. In other words, to set down thoughts, he should—regardless of how fine his word equipment is—first have thoughts worth setting down. In fact, the finer his technical equipment, the deeper is his obligation to bring the quality of his reasoning to at least a comparable level.

So the journalist should have history in his bag: not just war-and-date stuff, but history of all kinds, out of biographies, histories of art periods, histories of the sciences, the ancient and not-so-ancient travelers and geographers, the serious historical novelists. For example, I challenge any formal historian to reproduce Carthage as vividly as Flaubert has in the novel *Salammbô*. And Flaubert was accurate.

With history belongs government, civics, so-called political science, and—if it is available—political philosophy. Particularly now, with the multiplication of isms, is it vital that the journalist know as precisely as possible the nature and structure of current and past political edifices. And for this he must also have economics—basic, complete, essentially simple of principles as it is. Without this equipment, he cannot possibly understand, let alone comment intelligently on, political and other national movements and developments.

One other tool is essential: logic. Unless he intends to specialize in reporting and interpreting the sciences, the journalist does not need—though he can use—mathematics; but he does need, for whatever he may do, the marvelously precise thinking processes that mathematics inculcates. These he gets in logic.

These studies I should unhesitatingly call an indispensable nucleus. From them the journalist can branch out; on them he can build a broader world of the mind and spirit in which to work and play. He needs other fields only in the sense that we need anything and everything that will make this world more understandable and tolerable—and, just possibly, better. He will decide for himself, according to his tastes, what those other fields shall be; and as he reaches out he will realize that the horizons are falling back faster than he can ever travel toward them.

A speaking acquaintance with the sciences—the study of physical and social man, physics, chemistry, geology and biology, astronomy—far from making him “queer,” will repay him a hundredfold professionally and personally, more than ever now and tomorrow. Even the protosciences, psychology and sociology, are valuable for clues to the puzzle of man. The orientation available in a secular history of religions will surprise him pleasantly. Nor are music and art, from classical to modern—holding as they do both richness, and intricacy and rhythm of design—so far removed

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These Journalism Schools—



Damon Runyon

Veteran Newspaperman Goes Visiting And Reports Favorably on His Findings

By DAMON RUNYON

We are not referring especially to writers. We are talking about publishers, and circulation and advertising men who are the newspaper makers as much as the writers. We classify them all as newspapermen.

On the other hand, some of the greatest newspapermen we have ever known were men of profound intellectual attainments, educated right up to the nines, and broadened by travel and contacts and reading. They had culture and refinement, and everything the others lacked. However, both types had that one thing in common—newspaper instinct.

MAYBE the graduates of schools of journalism do have to unlearn some things when they enter the professional game. Amateur boxers and minor league baseball players have to unlearn things when they move into first company. But the amateurs and the minor leaguers surely have a big advantage in grounding—in the fundamentals, and that is true of the graduates of the schools of journalism.

We agree that a man may hop out

of a grammar school into a newspaper office and become a better newspaperman than a boy graduated from a school of journalism. We do not agree that this is because of any shortcoming on the part of the school, however. It is more apt to be the difference in material.

We think that where the material is identical, the boy from school would have such an advantage over the other chap that it would be no contest.

We were never any too hot a supporter of schools of journalism until we saw the one at Missouri and had the opportunity of studying its methods of operation closely, and viewing its material at firsthand. Now we are pretty much of a convert.

We notice that a number of our old-time newspaper friends who came up the hard way to successful careers in the Middle and Rocky Mountain West are sending their sons to Missouri's school. Apparently they want their boys to get a preparation that they did not have.

If they felt this grounding had no

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THE value of a course in a school of journalism to a newspaper career is something that is often debated by old-time newspapermen. A lot of them think it is no good.

These fellows argue that the graduates of the schools of journalism usually have to unlearn a lot of things on entering the professional game that they have been taught at school.

Well, this may be true now and then, but we do not believe it applies generally. Some schools may have instructors who do not know any too much about the professional game themselves. However, we do not see how it could be true of graduates of a school like the one in Columbia, Mo., because the instructors are experienced newspapermen.

They give their students identically the same schooling they would give them, were the instructors back on city or copy desks tutoring the untamed cubs in the manly art of journalism. There are no profound mysteries about the newspaper game. The fundamentals are simple and have changed little across the years.

AFTER the beginners have learned these fundamentals, it is just a question of whether they are adapted to the game—not so much intellectually, as temperamentally. Many of the greatest newspapermen we have ever known were hardly intellectual giants. They had quite ordinary schooling, but they were instinctively newspapermen.

NOW that you have read what a journalism school graduate thinks of the schools—or, if you haven't, turn back to Arthur Coleman's article—read what another experienced newspaperman and magazine writer has to say about schools of journalism.

Damon Runyon readily admits that he wasn't "any too hot" about journalism schools until he visited the University of Missouri's fine school at Columbia—but now says he is "pretty much of a convert." We believe you will be interested in the two viewpoints—those of Mr. Coleman and Mr. Runyon's. The latter's remarks originally appeared in his column "The Brighter Side" and are reprinted here through the courtesy of King Features Syndicate.

A native of Kansas, Damon Runyon began his newspaper career in Pueblo, Colo., on the Chieftain. He was successively a reporter on the Colorado Springs Gazette, the Denver News and the Denver Post. He went to the San Francisco Post in 1900 and remained there until 1910, when he jumped from the Pacific Coast to the Atlantic seaboard to become a sports writer with the New York American. He has remained with the Hearst organization since, as war correspondent, feature writer and columnist. He has written two books of verse, numerous short stories, of which three collections have appeared in book form, and was co-author of a play, "A Slight Case of Murder."

Beware of the Space Grafters!

They're Apt to Take Your Shirt If You Give Them a Chance

By JOSEPH B. COWAN

Editor, the San Saba (Texas) Star

TRYING to find a new grafting scheme is like trying to find a new sin—the same ones are used over and over again.

Grafting schemes sent out to newspapers are not intended by their originators to work out a hundred per cent. The schemes are designed so that if but a small percentage of the editors take up the proposition, the promoters have been well repaid for their trouble because they do not pay for any of the space used.

There are a number of ways to determine if an advertisement is a legitimate one, and, after looking over these several schemes that have been worked on newspapers in the last few years, this study may be of help to publishers in the future in warding off these space grafters.

IN the first place, there are two kinds of space grafters. The publicity grafter who does not offer the newspaper any kind of paid advertising is probably the fairest in his approach. He comes blatantly into the office with some publicity stuff and wants some free space and is not afraid to ask for it. He presupposes that newspaper

editors are lazy individuals who do not have enough initiative to get out and find interesting stories about their town so he furnishes them with copy to fill up their newspapers. He thinks that newspapers have more space than they know what to do with, so he is an accommodating person and wants to be of service.

The space grafter who gets into your advertising columns does not possess the finesse of the publicity grafter. He gets display advertising in your paper and by some hook or crook does not pay for it. He has a number of methods in getting the advertising published and then evading payment. These methods are the ones to be studied.

These schemes crop out as the seasons roll around and there hasn't been a new one invented since the first patent medicine was sold.

SOME newspaper publishers jump at a piece of advertising copy so fast that they do not have time to examine it to see if it justifies publication. When a piece of copy comes through the mail, see who has sent it—look over the copy—prod it and see if the



Joseph B. Cowan

customer will get his money's worth if the ad runs in your paper. If the customer will not get any returns or if he expects too great returns, probably he will not pay for it and does not intend to pay for the advertising.

When an unknown company sends out a large schedule of advertising, be careful about inserting the ads. Most of this kind of advertising is based on doubtful curative medicines, investment schemes and get-rich-quick ideas. If you do not believe the advertiser will get adequate returns from his advertising, he will not pay for the space used if he is depending on paying from his profits.

Post-dated checks accompanying orders are also to be avoided because the protest charges of the checks will have to be paid by the newspaper when the checks are returned.

Some advertisers try to shift the responsibility to a local business firm so when a contract is accepted, be sure that the business firm knows that it is supposed to make good the payment of the account.

Bowling alleys, shooting galleries and pool halls are poor bets in both advertising and printing lines and the best method is to get the cash for all work done for them. These short-lived businesses are operated with a bang for a while and they die out. Do not let them leave you holding the sack.

Nurseries have placed several exchange ads in newspapers. The newspapers give these nurseries advertis-

NO business, it appears, is more beset with chiselers and grafters than newspaper publishing—and this applies as well to the metropolitan field as it does the weekly press. This article summarizes some of the schemes that have been worked and that are still working—perhaps in a little different form. Read them, watch for them, and weep less.

Joseph B. Cowan is a graduate of the University of Missouri's school of journalism, receiving his A.B. degree in 1929 and his master's degree in 1932. He attended the International Press Exhibition in Cologne, Germany, in 1928. After teaching journalism four years at Texas Christian University, where he met the future Mrs. Cowan, he took over the editorship of the San Saba Star, prize-winning weekly published in Texas' rich San Saba Valley.

He has written feature articles for national publications and on one occasion was a guest columnist for Walter Winchell, with "Notes from a Country Newspaper Editor."

ing with every consideration of a cash customer. The nursery generally has the popular and seasonable plants all sold when the newspaper places its order and the varieties received are usually of uncertain lineage.

During political campaigns some editors impose on the good nature of the fraternity by sponsoring the candidacy of an individual and act as an intermediary in contacting the newspapers for the candidate.

Naturally the fellow editor grants

the wishes of his craftsman before he would listen directly to the politician. This practice is not quite fair to the newspapers.

Along the same line, advertising agencies which send in advertising on one account, send along publicity on other accounts from which the newspaper does not receive any benefit. In this way the agency is trying to use the good will developed by a paid advertiser to cover several publicity

accounts. Cooperate only with advertisers.

Because you live in a goat country, you are not obligated to sponsor mohair campaigns because of your patriotism. You are not expected to sponsor the lamb menu program of some packer because your section markets lambs. That is getting after a newspaper publisher's patriotism from too remote an angle. *The news-*

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If I Were a Country Editor—

By JOHN H. CASEY

IF I were a country editor, I think I would approach my job each day with a sense of humor. So many of the rough spots of everyday human relationships can be smoothed over when a saving grace of humor comes to our rescue. I believe readers would appreciate limited amounts of tasteful humor.

I would consider an annual "Cuss-the-Editor Week" edition such as that published annual by the Dalhart (Tex.) *Texan*.

Everyone having cause (real or imagined for fault-finding with that newspaper or its management is urged to air his criticisms in a letter to the editor, for publication. Plenty of irate readers and some advertisers take advantage of the opportunity, accept the invitation and make a Roman holiday of the occasion. Usually each letter of censure, however, winds up with a paragraph or two of praise and forgiveness, and the editor comments on each in black-face type and in headlines.

When the critics have had their say, the editor announces a "closed season" on ye editor for another 12 months, when another invitation to a "cuss-the-editor" party is promised.

IWOULD endeavor to get acquainted with my readers, with every family out along the rural routes.

I like the practice of E. E. Taylor of the Traer (Iowa) *Star Clipper*—a prize-winning weekly for many years—who takes to the country as soon as the week's issue is off the press.

He visits his rural subscribers and non-subscribers, talking over all sorts of things of interest. As a result, he has a paid circulation of 3,500, although his town has a population of only 1,400, not even a county seat. His community

reads what he has to say with greater interest because they all know him personally and have had opportunity to talk things over with him, many of them in their own homes.

I would make it a point always to call on the rural correspondent in the neighborhood with the hope of re-inspiring her with new interest in her job. I think I would carry a camera in order that I might take a few pictures, making special effort to snap a picture of the rural school children out in front of the schoolhouse.

I would attempt to put my community on the map by publicizing its chief claim to fame. Through showmanship, why not develop an occasional news feature that would go all over the country under your town's date line?

IWOULD concern myself with my town's trade development.

HERE are some hunches for the country editor or publisher looking for ways and means of livening up his paper and the community it serves, thereby gaining circulation and advertising as well.

Prof. John H. Casey, of the University of Oklahoma, needs no introduction to newspapermen. His frequent articles, his constant activities in journalistic fields and his annual *All-America Weekly Newspaper Eleven* have made him known throughout the country.

His remarks in this article appeared originally in the *Sooner State Press*.

Tradesday events of first one kind and then another are the order of the day. The country press heralds them one by one.

We have had Dollar Days and Dollar Days until the people of the towns and farms have become almost immune to them. We have had cooking schools and pancake days.

Community auction sales are operating in dozens of towns on a monthly or semimonthly basis. In many instances they have been instigated, and are being promoted, by the local newspaper publisher with such assistance as he can command from commercial clubs, community service clubs and individuals.

To be a successful small-town newspaperman, any more, it would seem that the publisher must become almost a chronic promoter and trade builder for his town.

If country editors must take the lead in trade territory development—if they must go in for showmanship—

What next?

OBVIOUSLY, the answer is: Give 'em a good show and give 'em one every Saturday.

Entertain them, so that they will know they will always have a good time in Smithville. Country folks want amusement and a good time when they come to town, as well as high prices for what they sell and low prices on what they must buy.

Every Saturday morning 52 weeks of the year: Horseshoe pitching contests, bicycle-riding contests and races for the boys, a quilting bee for the old ladies, a hog-calling contest and a husband-calling contest, with prizes for the winners. A regular county fair, plus, but spread out every 52 weeks of the year.

Advertising would then be sold and run on the basis that the crowd is coming to town.



Frank Willard

FRANK WILLARD came with the Chicago Tribune-New York News Syndicate in June, 1923. And I might say that even I, who have to read 87 comic releases before they are turned in each week, look forward with pleasure to reading copy on his Moon Mullins. Never has a batch gone through that has not given me two or three hearty laughs.

Mr. Mullins commits all the social errors in the Book of Etiquette, and many others so bad the book will not even notice them. He is always the life of the party. When he helps himself to Lord Plushbottom's de luxe cigars, he does it in a way all his own. His technique, when he crashes the gate at swell cafes and ritzy parties and greets the socially prominent, is always hilarious. No doubt about it, Moon Mullins is a big hit socially and he hasn't a repressed desire to his name.

Supporting Moon in his adventure among the socially elite is the most explosive, all-star, low-comedy cast in comic strips history. Kayo, the tough kid brother; Emmy Schmaltz, romanticist; Little Egypt, the burlesque queen; and Lord Plushbottom, who is on permanent leave of absence from the peerage.

One has only to meet and speak to Frank Willard for a little while to appreciate why his strip is so outstandingly funny. Let me quote what he writes me in reply to my request that he tell just how his own life has influenced him in drawing Moon Mullins:

"AS near as I can figure out," Frank declares, "the main events in my life

Then Moon Came

The Story of Frank Willard and the Character He Created

By MOLLIE SLOTT

that have had some influence on Moon Mullins were, first, being born. That happened in a small town in Southern Illinois named Anna. A nice quiet place where if somebody rang a curfew bell at nine p. m. everybody would holler because it woke them up.

"Nothing much happened there. Got tossed out of the local high school for something or other and was promptly placed in a now defunct institution—Union Academy. After being a sophomore for several years, they decided that the only way of getting me through school was to give me the old heave-ho. Which they did to our mutual delight. After all, I do not think a college education would be a great help in making Moon.

"My father, a dentist, thought I should be a doctor or a lawyer. Fortunately for a lot of people who might now be basking in jail or cemeteries if they had become my clients or patients, the Board of Education precluded any possibility of that.

"So I went to the State Institution for the Feeble-Minded where they were building a building and got myself a job as timekeeper. Somebody in a white coat was always getting me mixed up with the boarders and tried locking me up when I strayed around the grounds. So I quit, and thought that so long as I was very fond of hot dogs, pop and hamburgers everybody else must be, too. So I interested a chum whose old man had some dough and went into business following county fairs.

"MY partner was a far better business man than I. He did not waste a thing—even the hamburgers when they were overripe. He claimed the customers could not tell the difference for the onions. But I could, having a very sensitive nose.

"I decided we could get rich betting on the horse races. Having noticed about three or four fat fellows that owned most of the goats on the cir-

IT is high time that The Quill, in its survey of the comic strips and their creators, treat of Frank Willard and that banjo-eyed hero of his, Moon Mullins. Not to forget Kayo, Mamie, Uncle Willie, Lord Plushbottom and the rest of that comedy-cast.

So here's something of Frank Willard and his way his present strip came into being—penned through the combined efforts of the artist and Miss Mollie Slott, assistant manager of the Chicago Tribune-New York News Syndicate, for which Willard puts his troupe through its paces.

Mollie Slott has been with the syndicate more years than she looks or will admit—in fact it's the one and only position she ever has held. Born in Chicago, she won a place on the syndicate staff and remained in Chicago until four years ago when the headquarters of the organization was transferred to New York. Said to be the only woman executive on the business side of a syndicate she reads as many, if not more, comic strips per day or week than any one else.

Her favorite? She's far too tactful, too much of a diplomat, to admit she has a favorite as she carefully follows the lads and lassies of the strips through their harrowing adventures.



Miss Slott

Over the Comic Mountain

cuit, collected all the bets and seemed to know better who would win than the farmers whose system of handicapping consisted of liking the horse with the boy in the red shirt which always won a couple of starts, I'd run out and bet the way the fat lads did, and it was about the surest system of gambling I ever found. Sometimes the jockeys on favorites would be laying on their backs all around the track, but the right ones always seemed to win. I split my winnings with my chum and he was to split the hamburger profits with me. But suddenly the last day of the fair he became interested in trains and went to California with all the receipts, leaving me a lot of tough butchers and soda dealers with bills and a guy with a badge.

"However, I did meet a lot of interesting people in that business—some very able tattoo artists, pickpockets, ballyhoo men, shills, etc. They might have had some influence on Moon.

"**M**Y father had moved to Chicago back in 1909 for business and social reasons. And since my dough was running low, I thought it would be a good idea to do the same, as I was always very fond of eating.

"I told him I was going to be a cartoonist but he didn't believe me and neither did anyone else, so I got a job as a claim tracer in a loop department store. Then I got a friend in the same department to do my work on a sort of a commission basis. He was a very great, in fact, a genius claim tracer and he also liked to eat. His only trouble was that he had a big family that did, too. So it did not leave him much for lunch. And we both knew that by buying two five-cent beers at the bar and slipping a fine old colored boy at the free lunch counter a nickel, we could get away with three or four sandwiches.

"By leaving the beer on the bar, you could do a bit of sleight of hand and grab a sandwich with your left hand as you approached the counter and another with your right as you went back. I guess that old boy in the white jacket at the Edelweiss was near-sighted because I tried it at another bar and nearly got my fingers knocked off by the gentleman in charge.

"Well, anyway, by investing fifteen cents for my pal's lunch every day, he agreed to do my afternoon's claim chasing for me so I could go to the ball games and vaudeville shows, and still leave me a neat profit of about



Moon and Kayo

\$1.65 a day. Another great influence in the life of Moon!

IN spite of all this hard work in the mornings, tracing ladies' lost brasieres and pots and pans and things, I managed to go to art school three nights a week for three months. Then the World War broke out in August, 1914. I noticed they had no cartoon on the front page of the Chicago Tribune, so I went home and drew one.

"Mr. Beck, the managing editor, bought it for \$15.00 and ran it on the front page. So I got out a pencil and figured if you could make that sort of dough drawing, why work for a department store for eleven bucks a week, and hurried across the street and quit my job. Mrs. Woodrow Wilson died the next day so I made another cartoon about that. Then Mr. McCutcheon, the real cartoonist, came back and there wasn't much need for my talent.

"Mr. James Keeley over on the Herald talked to me for five minutes and said, 'Boy, you haven't enough brains to be a political cartoonist!' I said how about a comic artist. Mr. Keeley said, 'Well, maybe you're dumb enough for that.' So he gave me a job. Did a kid page called, 'Tom, Dick and Harry' and another called 'Mrs. Pippins Husband,' and a so-called humorous cartoon.

"America got into the war. I got into the first draft. Was a pretty punk soldier, had a pretty good time. Our outfit built roads and did no fighting.

And we thought they'd left us in France for a souvenir when they finally shipped us home in July, 1919. A little more influence.

"**T**HEN I got a job with King Features Syndicate. Did a very appropriately named strip called 'The Outta Luck Club,' which was just that. At the same time doing the Penny Ante series and about everything but carry water for the elephants.

"Perley Boone, a pal of mine, told me that Mr. Patterson was looking for a new comic for the Chicago Tribune-New York News Syndicate and to see Mr. Arthur Crawford, who told me to see Mr. Patterson. After talking to me a few minutes, Mr. Patterson said I should do a roughneck strip. There never had been a roughneck, low life sort of strip and he thought it might be a good idea. And, incidentally, he's given me plenty of ideas since.

"I worked for a syndicate manager once who got everybody in the place together once a week and jumped on a desk and gave us 'pep talks.' In fact, I believe he was the original pep talker. He didn't give us ideas, but, oh, boy, how worn out we were after those 'pep talks.' The guy that applauded the loudest got the most money, and I didn't get much as he found out who it was who gave him the bird. So I've never been accused of waving flags for the boss. However, when you ask me what events influenced me most in making Moon Mullins, I've gotta put the Captain in the

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Albert C. Huber

OUT in Kansas is a man whose name is synonymous with success. It's Stauffer. Oscar S. Stauffer it reads across the masthead of a score of mid-western daily newspapers. In a scrawled, irregular signature that name is signed on the pay checks of 300 editorial room and back office employees, and each day the handiwork of his editorial staffs reach 350,000 readers. Stauffer is the Twentieth Century answer to country journalism.

It might well be mentioned at the outset that no parallel will be drawn. Stauffer stands alone. If there were more Stauffers there would be less need for social security.

His primary interest is to develop men and not to make money. In this day when the principal of rugged individualism is in disrepute the men of the Stauffer Publications are being elevated from copy boys to editors. (It will be related shortly how a mascot of a baseball team he once managed now shares with him in the ownership of a daily.) Many a pampered, mother's boy who had too much money to spend in college has he taken and developed into men by paying them what they are worth (\$15 a week), and placing them on a rural mail route soliciting circulation or combing the streets for advertising.

ELUCIDATING in general, it must be mentioned that Stauffer whose newspaper holdings now total in the millions of dollars, never went to a large city to make money. He has stayed close to the soil. His philosophy is whatever will be beneficial to the community will benefit the newspaper. Wherever he has established newspapers the cities have had a peculiar

"Try to Get on With That's What Kansas Editors Tell Ambitious Cub Reporters

By ALBERT C. HUBER

way of showing marked improvement. Likewise he has taken publications never particularly profitable and developed them into "gold-mines."

His profits while operating a "typical Kansas" weekly which was purchased with conversation and several hundred dollars multiplied rapidly enough in a few years that he was able to lay \$100,000 on the line in payment for his first daily newspaper, the *Arkansas City (Kan.) Daily Traveler*.

His holdings outside of Kansas now lie in Oklahoma, Nebraska, Missouri, New Mexico and Wyoming. A large city in this area might give him a greater operating base for a headquarters yet he has remained at *Arkansas City*, a city of 13,000.

IF you are familiar with the great journalistic heritage of Kansas perhaps you have wondered if it is not falling into decay. Who in the younger generation will step into the shoes of William Allen White, of Emporia, the late Ed Howe of Atchison, "The Sage of Potato Hill," or be endowed with the fighting qualities of the sanguine characters that belonged to the "bleeding Kansas" days of Dan Anthony of Leavenworth?

Several are the young men in the

short history of Stauffer Publications, (15 years) who have attained national writing reputations. But in Stauffer himself, a man who went to work for the famous Emporia editor in 1906 for \$6 a week doing a railroad column, "Spikes and Sparks," a man still under the half century mark, is proof that the great Kansas heritage will be preserved.

The old order of the country newspaper is changing. Just as White brought glory to the plowseat thinkers and advanced the country journalism standard at the turn of the century, so his pupil, Stauffer, is meeting the challenge of a mechanized age.

The age of the crusading editor with his flamboyant philosophications and hit-and-miss bookkeeping system is gone. This is an age when the small daily must have staff photographers and engraving plants, colored funny sections on Saturday, and must to a degree, meet metropolitan competition in the recording of world events.

Stauffer has met the challenge by grouping a number of dailies together, deriving the benefits of the group system, and at the same time giving opportunity to his editors and advertising men through the purchase of stock.

THIS month The Quill's biographical spotlight is turned toward Arkansas, there to single out Oscar S. Stauffer, head of the group of papers bearing his name, and record the story of his journalistic success far from more publicized centers such as New York, Detroit, Chicago and San Francisco.

Albert C. Huber, who directs the spotlighting, began his journalistic career after leaving the University of Kansas in 1932 by swapping newspaper subscriptions for goats! As a circulation man for Stauffer's *Arkansas Traveler*, he did a farm column, "Hills and Hollows," and sought subscriptions. Those being the days of bank holidays, depressions, etc., he had to take trade for subscriptions and once actually accepted a goat for a subscription.

After two years with the *Traveler*, Huber went to the Kansas bureau of the *Kansas City Star* where he has been turning out feature stories for three years, excepting for the period during which he made a vagabonding tour of Europe.

Stauffer — ”

ON the surface, Stauffer is rather cool. But those who know him well remember that the sides of Mt. Aetna are covered with snow. He is shrewd in his business manipulations, a true exponent of the "know the value of the dollar" theory. When he says that he "loves" the newspaper game, a note of sincerity and enthusiasm creeps into his voice.

To understand the mechanism of the Stauffer organization it is necessary to go back to 1906 when as a friendless boy whose father and mother had been dead for several years, he went to Emporia. He worked his way through high school sacking potatoes at a local grocery store for \$2.50 a week. During the boy's senior year, the illustrious Bill White searched the high school for a cub reporter who didn't smoke cigars. Stauffer, now a big, black cigar smoker, was hired.

Stauffer remained with the *Gazette* until 1908 when Mr. White fired him. He said Oscar would have to go to college. So that fall he enrolled at the University of Kansas. During the summer months he earned a handsome maintenance fund for his schooling by operating "The Sunrise Peak Aerial Tramway," 54 miles west of Denver, a transportation scheme which carried passengers across chasms in a huge 4-passenger bucket for 25 cents a head.

He remained at K. U. for two years doing correspondence for the *Kansas City Star* and then joined the *Star* staff in 1910, first as a reporter and then as a copy reader. Just as a traveling salesman had influenced Stauffer to leave the town of his birth, Hope, Kan., to go to Emporia, so Stauffer met M. H. Creager, now managing editor of the *Milwaukee Journal*, then a *Star* reporter, who influenced him to embark on a European trip.

VAGABONDING abroad was the stimulus which sowed the seeds of discontent with copy reading. In 1915 Stauffer took his meager savings and purchased a one-third interest in each of the weekly newspapers at Peabody, Kan. Realizing that the town could not adequately support two papers, and knowing that one of the papers was "spiked," he soon managed to become sole owner of each, and consolidated them into the *Peabody Gazette*.

For eight years he battled along. Running a weekly gave him time to scout the countryside. He noted that oil had followed a certain range from



Oscar Stauffer in the back shop.

Texas through Oklahoma and into Kansas. He noted that Peabody was in that range. Reasoning that oil might come his way, he leased considerable acreage near Peabody. Oil came his way. Leases which he bought for a few dollars an acre, multiplied into thousands of dollars.

Had Stauffer not been a newspaperman he would have deserted the *Fourth Estate*. Instead of staying with a partner who has made millions in the oil game, he took his \$100,000 and went to Arkansas City, Kan., paying the most fabulous price for a country newspaper then known in Kansas, the entire one hundred grand, for the *Traveler*.

It was regarded by the "old school" as a ruinous move. To further prove that he was wrong, Stauffer purchased a \$30,000 duplex tubular press, this time on credit. The same situation confronted Stauffer at Arkansas City as at Peabody—a second newspaper. Soon he had negotiated with the other newspaper, the *Arkansas City Daily News*, precipitating a consolidation. Members of the *News* staff were taken into his new organization. The \$30,000 which he had frittered away on a new press, paid dividends a hundred fold in that the community sensed that a progressive man was at the helm.

BEFORE purchasing the *Traveler*, Stauffer had negotiated for the *Independence (Kan.) Reporter*, in the home town of Alfred M. Landon with

whom he had attended the University of Kansas and for whom he was a champion as chairman of the Landon for President committee. On hearing of the fabulous price paid by Stauffer, the *Independence* publisher was sorry he hadn't sold. Stauffer relieved his sorrow by forming a company which bought the *Reporter* in 1926.

Then a chain of circumstances brought about the purchase of the *Pittsburg (Kan.) Sun and Headlight*, a morning and night publication, in 1927, which with Fred Brinkerhoff as editor and a part owner, in a sense, the nucleus of the "Kansas Crowd" which was publicized during the Landon campaign for President was formed. A number of other newspaper friends put money into the *Pittsburg* enterprise.

During the years 1927 to 1930, the group pyramided their holdings, adding the *Maryville (Mo.) Forum* and the *Shawnee (Okla.) News*. This group of papers, the *Traveler*, the *Reporter*, the *Sun and Headlight*, the *Forum* and the *News* were then incorporated into Stauffer Publications. Ever on the alert for an opportunity, the organization next chose *Grand Island, Neb.*, as the favored city, purchasing the *Independent* for \$300,000, credit and five previous successful ventures being used as collateral. Today *Grand Island* holds the United States record for the largest newspaper circulation in a city of 20,000

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OUR constitutional guarantee of freedom of speech would seem to be broad enough to secure also a freedom for propaganda.

In a recent defense of his work, Edward L. Bernays, one of America's ace propagandists, openly stated that "freedom of propaganda seems to be taking its place with other civil rights guaranteed by the constitution." We may choose to narrow the meaning of the word "propaganda," and after we have set up our definition, we might then ask about any idea we do not like—"Is this type of propaganda a constitutionally guaranteed right in America?"

Now, any attempt on the part of any one person or organized group to voice judgment on or exercise control over "undesirable" propaganda would give us a complicated and never-ending list of taboos. It is quite clear, therefore, that no effective curb could legally be made upon propaganda without clashing violently with deep-rooted principles of freedom of speech, freedom of the press, freedom of assembly and freedom of the air.

SO, whether we like it or not, whether we think it should be restricted or unrestricted, whether one's idea of propaganda coincides with his neighbor's or not—the fact remains propaganda is here to stay, very much a part of our social, political and economic life today. With almost daily development and refinement in the art and mechanics of communication, we are destined to be on the receiving end of propaganda in quantity and intensity never before experienced by man.

Perhaps it might be well for us to look at this phenomenon we call propaganda, as a scientist might look at a microorganism—through a microscope or a machine that breaks it up into its component parts. The word propaganda, as it is commonly understood today, usually carries with it a sinister meaning, a suggestion of something ignoble, something disguised, even corrupt.

Nevertheless, the first use to which this word was put offered no such meaning. It was originally applied only to the propagation of the Faith. As early as 1580, a movement of this nature was undertaken by Pope Gregory XIII. In 1622 Pope Gregory XV and his successor, Pope Urban VIII, in 1624 instituted a sacred congregation for the propagation of the Faith, made up of cardinals for the purpose of managing and extending the missions of the Roman Catholic Church. To abbreviate the title of this group,

Fortifying Against the

it soon became known as the college of propaganda.

Since that time when *de propaganda fide* had no other meaning than the education of a body of religious men for the missions, this same word has in recent generations been used so loosely and given so many definitions that today it is difficult to find two persons who agree at any given time on its exact meaning. Recently David Sarnoff, president of the Radio Corporation of America, asked Richard Davis, one of the editors of the *Harvard Guardian*, what he considered a definition of propaganda. Mr. Davis offered three:

FIRST, he said, on the basis of its common use it "has come to mean the propagation of ideas we do not like." This definition is a pretty human one, but it would hardly be very practical for our purpose, because that would make everything we agree with appear as sound doctrine, while everything we did not agree with or disliked, could be conveniently labeled "propaganda." Nevertheless, we may well wonder if the chaotic invasions on the world's intelligence, the constant proselytizing of the mind that is going on everywhere, do not suggest that after all this is a pretty generally accepted meaning of propaganda.

Secondly, suggested Mr. Davis, a practical definition of propaganda sees it as "any effort to manipulate people to do or not to do something in particular. We might call that the mechanics of propaganda or its objective.

Finally, a psychological meaning is offered as follows: "Propaganda is a systematic attempt by interested individuals to control the attitudes of groups of individuals through the use of suggestion, and, consequently, to control their actions."

Now, there's quite a mouthful. Taking it one bite at a time, we note that propaganda is systematic, that is, planned and organized—deliberate. It is backed by interested persons; in other words, there is a motive behind it, whether hidden or open, usually hidden. Then comes the matter of controlling attitudes of groups, not power control but control by suggestion. When the propagandist is able to control the attitudes of people, he has rounded third base and can easily stretch it into a home run. A home run for an artful propagandist means that he can control the actions of groups. Ability to control actions of



"With hundreds of conflicting ideas concentrating on one point, the result is not a chaotic confusion over ideas, but a clear-cut measure of the successful propagandist as the batting average is the test for a high-priced fielder."

By JOSEPH H.
Illustrated by Vernon

the puppet populace is as clear-cut a measure of the successful propagandist as the batting average is the test for a high-priced fielder.

If one wishes to apply all of these tests of definition, he would likely be quarreling with himself, because it is difficult sometimes to draw the line between straightforward information and opinion; between publicity and news; between education and prop-

SOME of the difficulties of dealing with propaganda by newspapermen and newspaper readers in trying to get the truth in this sadly troubled earth, are discussed in this analysis by Joseph H. Mader, associate professor of journalism at Marquette University.

Mr. Mader was a member of the first graduating class of the University of Minnesota. He has had six years' experience in newspaper work in Minnesota and North Dakota. He left the state in 1927 when illness created a vacancy in the journalism department. He served as an instructor for five years, then assistant professor from 1932 to 1937. After being granted his master's degree, he became an associate professor of journalism at Marquette.

He has served six summers as director of public relations at the State Park, serving in a similar capacity this last summer. His last two summers have been spent in newspaper work, traveling in Europe.

the Propaganda Menace



illustrating on an invasion of man's mind—is it any wonder confusion overwhelms him?"

JOSEPH H. MADER
edited by Verne Minge

aganda. Some ideas may be all six of these things.

FOR purposes of this discussion, the meaning of propaganda may be narrowed to that which wears a cloak of disguise; to that which may tell the truth as far as it goes, but does not tell all the truth; to that type of information which may hide its source, or its purpose, its methods or its means of operation; which may conceal any

one of these or all of them. The propaganda examined here will be defined as that type which is unreliable, deceptive, the purpose of which is hidden or only partially revealed.

Stripped of its plumage, with false wig and whiskers removed, it might then well be likened to the sharp practices of a crooked horse trader. His technique in selling a blind or spavined horse was to get the other fellow to buy by showing him all of the good in the horse that could be seen, and at the same time hiding all the bad qualities. This mythical swindler then salved his conscience—if he had any—by saying, "Well, by the time that dope finds out he was tricked, he'll be so much in love with that wonderful old bag of bones, he won't care if it is blind, spavined, string-halt, or has a cloven hoof." The technique of that deception can be applied to propaganda, and we can say about that type of misinformation that it is damaging, wrong and dangerous.

To that conception of propaganda, we may well turn our attention and say something should be done about it. But what? Control it? Perhaps. But how? The vicious practices of the horse-trader could be curbed by several methods, and these same methods could be applied to the vicious propagandist. First by law—a dishonest horsetrader was made to answer to law—control by government. But to control by government a dishonest trader in ideas raises several important questions. One of these deals with propaganda from foreign sources. Obviously, our government cannot control foreign propaganda at its source. Furthermore, any attempt to control at home the reception of propaganda originating abroad—whether it comes by the spoken or written word, by music or by moving pictures—is control over ideas; and control over the dissemination of ideas is repugnant to the American principle of freedom. This would not be tolerated by Americans in time of peace. So control by government is not the solution.

OUR pioneers had another way of curbing the wicked horse trader. They became horse traders themselves. Every time they got a blind, spavined nag from him, they traded him in return a dried-up cow or a wagon with a concealed broken axle.

Propaganda can be counteracted that way, too—by counter-propaganda. As a matter of fact there are many

leaders of thought who say that this is the only way to control it.

Bruce Bliven, critical essayist, says, "The cure for propaganda is more propaganda." Actually, this suggestion would not mean control at all, but it does serve a useful purpose. This technique is highly developed in the world today. Much of the foreign propaganda in contemporary affairs is really counter-propaganda. One foreign nation attempts to answer and offset the claims and the influence of another. In domestic affairs, too, adherents of one political or economic theory seek to offset their opponents' views by countering their propaganda.

Those communications agencies which serve our minds with ideas daily must feel their obligations to the public welfare by balancing the ration of ideas generated by both sides. If newspapers, magazines, motion pictures and the radio fail to present that balanced ration; if they close off their channels to all proponents of one idea and to all opponents of another idea; then they cease to hold their special positions of semi-public institutions and forfeit their claims to guaranteed rights.

OUR better newspapers, news reels, radio stations and magazines are recognizing the needs for curbing former abuses. During a foreign crisis, a civil war or internal political strife abroad, some newspapers carry separate dispatches side by side, each item giving the slant or point of view of opposing forces. But that isn't entirely satisfactory for several reasons. Too many readers will miss one version entirely, while others unfortunately simply refuse to read but one version, or if they read both, believe only the one which coincides with their preconceived notions.

It would seem that a far more practical solution is the deft insertion between paragraphs of an editorial footnote which qualifies, explains or contradicts a questionable statement. Such explanations should make indelibly clear on which side of a controversial issue the spokesman stands, or whose ideas are being reflected at any given time. They should inform the reader clearly whenever it is quite patent that either censorship, interference, or the more subtle technique of official inspiration has breathed its poisonous fumes on the story in transmission.

Finally, in such editorial explanations complete background information is clearly postulated. The reader needs to know what has gone on before, why this dispatch is important, what it may foretell, or what connec-

propaganda, some of the difficulties that beset news-gathering to gather, present and understand the affairs of a analysis of propaganda by Joseph H. Mader, associate University.

graduating class with majors in journalism from the years' experience in weekly and daily newspaper left the telegraph desk of the Fargo (N. D.) Forum in the journalism staff of the University of North Dakota. then assistant professor and head of the department his master's degree from Minnesota in 1937, he became Marquette.

or of publicity and advertising for Yellowstone National last summer in Mammoth Cave National Park. Other work, travel in the United States and one summer in

tion it has or may have with other developments. That would seem to be honest, dignified and worthy effort to serve truth. Then we would not read, (as we did), a dispatch on the convictions of Baron von Cramm, which was written for all the world like a local police court story, giving not one word of explanation for its page one, top of page display. Nor would we have the constant striving for the effect of personal combat in high-pitched war talk between leaders of nations which seems so forcibly injected into every cabled story that hits page one.

THE suggestion has been offered that in clarifying their foreign dispatches in this way, newspapers would invite the displeasure of nations where press control is rigid, with the result that the correspondents would be expelled and readers would lose in the end when their best means of getting intelligence from abroad would be closed to them. But this seems a limp argument, when it is well known that foreign censors are not generally so unintelligent as to be unable to distinguish between the work of the correspondent and the editorial explanations of the office staff. Furthermore, it has always seemed to be a mark of superior reporting to "get by" the censor a dispatch which is officially banned from normal lines of communication.

Some will suggest that too few readers would appreciate this as editing in its highest and most honorable form. However, in answer to that it may be said that such intelligent clarification of the news has been limited to so few newspapers that readers have never become familiar enough with it to compare it with the less enlightened treatment accorded most foreign news events.

Unfortunate, too, is the fact that political considerations too often prevent application of this same intelligent attitude to domestic news and information. The incessant fortissimo with which the words, "dictator bill" and "youth control bill," were bayed about from coast to coast recently in reference to the reorganization and national youth administration measures is ample illustration of editorial misdirection motivated by political animadversion.

When our radio stations are not dispensing entertainment, they usually make studied efforts to present both sides. At any given time of any day it is possible to find our air lanes filled with opposing views on any subject of current interest.

But even here much more can be done. There is a crying need for more intelligent public opinion forums, per-



Joseph H. Mader

haps modeled on the highly successful round-table discussions sponsored by the University of Chicago. It would seem that the search for truth might be considerably aided whenever a one-sided broadcast is made on a controversial issue, if announcers would several times inform listeners just when and where they may hear the opposite side discussed. It is a note of progress to observe the recent announcement of the Association of Broadcasters that they are setting up a division of research to survey all news and news-commentator broadcasts for evidences of bias.

The cinema industry, a potentially powerful medium for the distribution of intelligence, seems still too preoccupied in merchandising illusionary escapes of infantile appeal to be much interested in plumbing deeply the public mind. Reality and truth so often are too void of thrill matter to interest the dispensers of kinetic picture myths. Even the news reels and the more informative type of short subjects suffer from blatant, forced attempts at humor and often from downright nauseating ridicule of victimized news subjects.

THE inherent rights of free communication also imply specified duties and obligations. Happily for our democracy, it can be said that generally in this country the communications agencies have real regard for their positions of trust and their implied responsibility for honesty, integrity and objectivity in their presentation of information.

But it is also self-evident that despite the fact that nearly all of these agencies are worthy of the high regard

in which they are held, there are evidences of bias, of selfishness, of inaccuracy, of impartiality, and of undue emphasis in the manner in which intelligence reaches us. It would seem that the answer is that the leaders in each of these channels must ferret out the unworthy practitioners, that each agency must set up its own codes of ethics to the end that the shady practitioner, the crooked horsetrader, may not be allowed to carry on his nefarious schemes under the guise of a principled spokesman for the welfare of mankind.

Even the propagandists themselves admit that such a step must be taken within their own group, if they are to avoid control by government. The man who has been called the greatest propagandist in America today, the same Mr. Bernays previously referred to, said recently that propaganda provides a technique in which communications agencies are open to social uses as well as social abuses. He added that the social abuses of propaganda will not be curbed until the practitioners of this technique set up specific standards or requirements for propaganda.

With equal opportunity for propaganda and counter-propaganda, we do not achieve control; and perhaps control is not to be desired. Uncontrolled propaganda, however, places a terrific burden upon the world's intellect. First of all, it is doubtful that the mass mind is able to assimilate both pros and cons of every important issue. Even if it can be assimilated, the intellect is limited in its ability to sift the true from the untrue; and then to retain only the truth and discard all falsity. So, with hundreds of conflicting ideas concentrating on an invasion of man's mind—with propaganda and counter-propaganda for every big and little cause seeking to proselytize the intellect of man—is it any wonder that a chaotic confusion sometimes overwhelms him?

AND so he seeks another solution, just as the victim of the old horsetrader sought another way out of his dilemma. This time he looked to education. In other words, he learned to "look the gift horse in the mouth." So, too, the crooked trader in ideas is going to find that discriminating people in this world are becoming concerned about propaganda, and they are going to be on the lookout for it.

If we can learn to recognize propaganda, we can probably also learn to distinguish the harmful and dangerous forms of it. When we can do that, then we can devise a serum to immunize

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By J. GUNNAR BACK

THERE'S a lot of inspiration for any would-be writer in the story of Jesse Stuart. His "Man With a Bull-Tongue Plow," a collection of 703 sonnets, and "Beyond Dark Hills," the story of his boyhood and young manhood in the hills of Kentucky, have firmly established him among American writers.

His experiences prove again that if yours is a real writing gift or ability—in other words, if you have anything on the ball at all and refuse to become discouraged there's sure to be someone, somewhere, sometime, who will recognize that ability and extend a helping hand.

This young Kentuckian came to New York City a few years ago after the publication of "Man With a Bull-Tongue Plow," practically unknown, a tall, healthy, raw-boned boy from the hill country, vastly interested in doing the whole town, excited by it but never taken in, anxious more than anything else, he said "to go 'way up in New England," just so he could return and say to the family, "Why, I was a thousand miles away from home!"

He had made a modest success at that time with his poetry, getting various sonnets published in the *Virginia Quarterly Review*, in the *American Mercury* (H. L. Mencken accepted 13) and in *Poetry* which took seven. But it was Mark Van Doren who really discovered Jesse, for after reading "Man With a Bull-Tongue Plow" in manuscript he wrote that anyone reading Jesse Stuart from Kentucky would "find themselves in the company of a modern American Robert Burns. . . . A rare poet for these times," said Mr. Van Doren. "Even those who think they cannot read poetry, can read Jesse Stuart as autobiography. . . ."

Later came his stories. "I never tried the short story until about three years ago," said Jesse, "for I had been told that I never would be able to write one. I got intensely interested, however, and started writing, and short stories of mine have been ac-

cepted by most of the leading magazines of the country."

Stuart published his first one, after he had met Whit Burnett in New York; then others followed along—*Scribner's*, *Esquire*, *The Southern Review*, *The Yale Review*, *Collier's*, and so on. It was in 1936, two years after his "Man With a Bull-Tongue Plow" was issued, that Stuart collected a number of his short stories and put them in the hands of his publisher, John Macrae, who brought them out under the title of "Head O'W-Hollow." These, too, received the critics' acclaim. "The music of the American tongue is in these rough stories," wrote Lewis Gannett, who knows his American backgrounds. "Here is an authentic writer, worth a hundred slicker city products."

"Certainly a discovery," said Harry Hansen, who also knows his country. "He is opening up a whole section of America by telling tales about the people who live in the secluded mountain region of Kentucky from which he springs. Understanding their ways and blessed with a fluency that makes him a man of high promise as a writer, he has become their historian and biographer. . . . His stories describe a region that exists far from modern cities, a community that has Jesse Stuart for its ambassador of good will to the outside world."

Then, Stuart received a Guggenheim Fellowship which took him to Edinburgh, Scotland, where he wrote "Beyond Dark Hills," and where he later began work on a novel.

"Beyond Dark Hills" was affectionately dedicated by Jesse Stuart to his father, Mitchell Stuart, and to his mother, Martha Hilton.

"One cannot tell what kind of a family a writer is going to spring from," says Jesse, in talking about his own background. "If there had been a prophet in our community trying to tell which family a writer would be born in, I sincerely believe that our family would have been the last family chosen. My father can barely scribble his own name. He cannot read my book, simply as it is written. My mother went to the fourth grade. As far as education in books is concerned, they are totally at a loss. Their education in living, however, should put them through college. They do observe life. But my people still live today close to the earth. They have done their part in clearing the



J. Gunnar Back

book on writing for profit"—Burton Rascoe, famous critic and author in the January *ESQUIRE*

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briars, sprouts, and trees off Big Sandy River. They have helped to build the turnpikes, the railroads, and the bridges. They have built log-shacks, made cross-ties, cut saw-logs, and rafted them down Big Sandy. They have helped the nation to fight its wars, helped the country to carry on. I have been the only one to the Stuarts to go to college and the first to finish high-school.

"Yet, ever since I can remember I wanted to be a writer. I don't know exactly why. It is just a part of me. Kentucky is my heritage—a pioneer fighting family, rustic as all get-out, the one-room school, moon-shining, home-made tobacco, the fight for one another, the square dance, the high hills, the matted brush on the jagged slopes, the oak trees and the wild flowers, the hawks, buzzards, snakes, 'possums, and hound-dogs. These are the things I do not want to leave—not for New York City or any other part of the world. These are the things I have grown up among, the things I know, if I know anything at all, and these are the things I hope to keep."

There were smiles in literary circles around New York City when the news first got out that Jesse Stuart, a young man still in his twenties, had attempted his—autobiography; and there were still more smiles when Jesse came to town to tell all and sun-

dry that he had written "Beyond Dark Hills," in "something like 11 days!"

"The boy has more than a little genius," said his publisher, who patiently put in many long hours convincing his energetic young author that he should settle down to a few weeks' quiet re-writing of this manuscript. Scotland offered the solution, for when the Guggenheim Fellowship came through, young Stuart turned his attention back again to what was, in reality, his first book, rewriting it all, and parts of it three or four times.

Market Tips

A new, illustrated, monthly magazine called *Department Store Buyer* will make its appearance Oct. 1, 1938. Floyd-Harrison Publishing Co., Inc., with editorial offices at 17 East 48th St., New York City is the publisher.

The new magazine, according to Joseph Spillane, editor, will reach all buyers and major executives in department stores and retail specialty shops in the United States. It is established for the purpose of championing the buyer... of helping him... being his ally... his forum. It will continually publish pictures, articles and items of interest to buyers... about merchandising... management... buying... sales promotion... markets... and subjects covering the general well-being of buyers and their profession. It will seek correspondence from buyers for the purpose of airing views with an eye to solving problems for them.

Tempo, 137 Pulteney St., Geneva, New York. Frank B. Rose, Jr., editor. Issued quarterly; 25c per copy; \$1.00 per year. Conducting a short story contest with cash and book prizes, deadline August 16, 1938. Uses quality stories, 1,000 to 3,500 words in length; lyrical or philosophical verse; satire; and articles of general interest. Reports are made within two weeks. No payment is offered at present.

Why Journalism Schools?

[Concluded from page 4]

in essence from writing. What's more, knowledge and appreciation of art and art composition are becoming daily more valuable, if not requisite, in journalism.

THE journalist simply cannot know too much. Society from day to day is posing more, and more complex, problems—strange to us, but most of them as old as man. The journalist should know which are old and which new; for to puzzle long over problems that have been solved over and over, and forgotten, is to waste time. But in seeking and above all in using his knowledge, he should fiercely maintain an open, questioning mind; for nothing else can be so vitally important as that he, the professed devotee and seeker of truth, shall remain completely outside the jungle of silly, baseless biases—not all of them in foreign climes, either—that today darken human strivings.

I offer these suggestions in sincere

humbleness; and my only hope is that they will be received and considered and criticized *in vacuo* so far as I am concerned.

I offer them simply because they constitute the very preparation of which I, along with many other workers in journalism who have expressed themselves to me, have long felt and still feel a deep need. And it is preparation the schools of journalism today do not, cannot pretend to offer, a dire need in journalists they do not seem even to perceive.

Nor are journalists, as I have said, the only ones who suffer from this need: the whole nation suffers: it is probably our most evident and widespread cultural lag. But the journalist most of all is the one who—if any sort of democracy is to live and do well in the United States—must fill this lack in himself; for his is the responsibility of observing and interpreting for all who read—and more are reading now than ever before.

THE QUILL for August, 1938

Beware of the Space Grafters!

[Concluded from page 7]

paper is a medium by which business and industry can sponsor themselves.

WE have been chasing ourselves from one scheme to another over extensive territory but the big question to the problem is: *What can be done about it?*

First, analyze every ad received in the office and let your good judgment determine its real worth. If the scheme appears farfetched, it generally is, so the best thing to do is to throw it in the wastebasket and if you really want to give away some space or some publicity, write a story about some struggling local merchant and perhaps you can help him. Charity begins at home in most slogans—keep it that way with your newspaper.

Second, newspapers have the only advertising medium which is given away. Radios, billboards and magazines sell their space with a few notable exceptions given to charitable projects. In every other line of business, the seller makes the terms of the contract—in the newspaper business the newspaper accepts the contract of the advertiser. Let the newspaper adopt a contract and present it to the advertiser rather than the advertiser telling the newspaper what to do.

Sell your advertising space for your regular rate—it is worth every cent of it. Co-operate with your advertisers with a reasonable amount of informative news about their products and by the time you give away your space to every civic and religious organization that wants a pie supper advertised, your columns will be well filled with free space.

WATCH the warning columns of your regional press associations and keep them on file.

In addition to those already mentioned, be on the lookout also for any advertising schemes which sound anything like the following—

When a company wants to pay for the advertising according to the number of replies received.

When a fictitious advertising agency name is assumed by the advertiser to claim unearned commissions or to evade payment.

When unknown firms want to "trade" you something for their advertising contract.

When a jobber wants the newspaper to sell some of his product to local dealers so that the paper will get the advertising.

When publicity is received from a company which believes in spending all of its advertising money on radio programs.

When doctors, who do not believe in advertising, send out a bunch of stuff to protect their profession. Protect your profession by not publishing it.

Weekly newspapers have to protect themselves by cutting the publicity on accounts which believe that daily newspapers and magazines are the only advertising media.

If the weekly papers are not good enough for the client's advertising, they would be ineffective media for the publicity.

When a space grafter or a fake advertiser sends you some copy, don't be a chump and publish it. Write him a letter and give him hell and let him know that you have the utmost contempt for his kind and if he gets enough of this kind of fodder shot at him, he will begin to realize that he has a very low popularity rating with the newspapers which he is trying to fleece.

I do not believe in the *laissez faire* method of combatting an evil of any kind—give it plenty of punches straight from the shoulder and you may ward off a blow that would harm some unsuspecting member of the craft.

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"I like THE QUILL. It is of practical value, and puts emphasis on considerations that will be important in the future of this business, a future now much clouded."—LAWRENCE MARTIN, news editor, the Denver Post.

★

"Never an issue of that fine magazine, THE QUILL, but what I find something of interest to my class in Newspaper Problems and Policies."—PROF. LEON N. FLINT, chairman, Department of Journalism, University of Kansas.

★

"THE QUILL seems to get better month by month and now my entire staff has adopted the habit of reading it from 'kiver to kiver.'"—TED McDOWELL, Beckley (W. Va.) Post-Herald.

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"THE QUILL is getting better every month."—C. R. F. SMITH, Louisiana State University.

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. . . How business in small towns compares with business in the cities?

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• THE BOOK BEAT •

DEPARTING somewhat from the usual order of things in the Book Beat this month, we would like to devote the department to a discussion of background books, linking them together instead of giving each a formal review. Some of the books, as you will realize, have been mentioned more or less at length in the column before. Some of them are not, strictly speaking, new, yet are full of significant information and background for the newspaperman or woman.

No newspaperman—in fact no one wanting to get an idea of what is behind current events in Europe and the Orient—should neglect to read carefully Eugene J. Young's illuminating "Looking Behind the Censorships."

Mr. Young, cable editor of The New York Times, has been a student of international affairs for nearly 40 years. The turn of the century found him in Washington after previous experience in Salt Lake City. He was telegraph editor of the Times in 1901, handling national and foreign news. He joined the staff of the New York World in 1912, returning to the Times in 1931. He is the author also of "Powerful America," published in 1935, which was an analysis of America's position in the world's chess game.

In this new book he sets forth first the difficulties faced by correspondents in getting news past the censorships; how nations make and manipulate the news; how secret statesmanship operates. Then he begins to make current news events more understandable by presenting the primary interests of the great powers—how the acts of each are influenced by needs or objectives believed of paramount importance. The actions of British and French representatives and officials are more understandable after his presentation of the "suppleness" of British diplomacy and the "rigidity" of the French.

OUT of the confusing and often conflicting versions of foreign alliances, differences, and events, comes a clearer understanding of the politics played behind the Ethiopian conquest; the race for rearmament; the abdication of Edward VIII; the rise and fall of Anthony Eden.

You will be interested, if not surprised, by his account of what has been happening in Germany and Italy—how Italy's little king has proved himself more than a match for mighty

Book Bulletins

35,000 DAYS IN TEXAS, a history of the Dallas News and its Forebears, by Sam Acheson. 337 pp. Illustrated. The Macmillan Co. New York. \$2.50.

The story of a great state—once a republic in its own right—and of a newspaper that has chronicled that story since 1842. Using the files of the News, Mr. Acheson, a member of the editorial staff of the News since 1925, treats of colorful events and picturesque figures in the almost a century the paper has spanned, also of the newspapermen who guided and served it during the period.

SUBMARINE, the Autobiography of Simon Lake, as told to Herbert Corey. 303 pp. Illustrated. D. Appleton-Century Co. New York. \$3.

Through Herbert Corey, able reporter, Simon Lake tells the story of his development of the modern submarine—also of its uses in past wars. He also tells exciting stories of searching for sunken treasure; discusses other inventions; highlights in his 70-odd years of life, and looks into the future.

Mussolini; the sinister figure—Hitler—in the background of Germany. You will find no chapter more interesting than that devoted to an explanation of the "great money war" in which America recently was engaged.

We're going out on the limb for this book—full sled-length. If you want to know what's going on in the world—what the shouting's all about—you'll do well to start with "Looking Behind the Censorships." And if you don't start with it—don't leave it out of your "must" list. The book is published by Lippincott. The price is \$3.

TURNING then to books giving a background of developments in the Far East, "Red Star Over China," by Edgar Snow, chief correspondent in the Far East for the London Daily Herald, is a "must."

Snow determined to learn the truth about the "Red Army" of China months before the outbreak of trouble between China and Japan. It was a risky undertaking, yet one that would give him a great series of stories if he were successful. His adventures with the Reds and their leaders, his depicting of their characteristics and their motives, make entertaining as well as highly informative reading.

Through his eyes, ears and his penetrating survey you learn of the development of the Red Army in China, of the conflict between these forces and those of "White" China and then of the sudden changes which united them against a common foe—Japan.

"Red Star Over China" was pub-

lished last January—being completed shortly before the undeclared war began. Anyone who has read it has not been surprised by the united front that China has presented; her success against the invading Japanese and the effectiveness of the Chinese tactics against a strong foe.

If you haven't read it and are seeking an explanation of China's affairs of the last two or three years go no farther. The book, priced at \$3, is published by Random House.

FOR a better understanding of the incidents and policies that have affected Japanese and American relations since 1900, you will do well to examine the study made by Eleanor Tupper, Ph.D., academic head of the Emma Eillard School, Troy, N. Y., and George E. McReynolds, Ph.D., instructor in history at the University of Maine.

Their work, a scholarly and at the same time very readable treatment, is entitled "Japan in American Public Opinion." It is published by the Macmillan Co. and the price is \$3.75.

This is a book that will find and fill a valuable place in newspaper, school and general libraries.

VERNON MCKENZIE'S "Through Turbulent Years," published by Robert M. McBride & Co. at \$2.75, is one of the most readable books on foreign affairs that has come our way.

Mr. McKenzie, veteran newspaper and magazine writer who heads the school of journalism at the University of Washington, has spent his summers in Europe studying the European scene and interviewing world figures for nearly 20 years.

He treats of the things he has seen and investigated in a lively, chatty style that might be a series of personal letters to friends back home. The book is full of incidents, anecdotes and interesting slants and sidelights on the European figures who have been in the spotlight, also some lesser known figures in the shadows who are nevertheless playing significant, even sinister, parts in the world's affairs.

He makes an interesting lineup of the Nazi leaders; discusses Jew-baiting; food and raw material shortages and substitutes; religious questions and other phases of life in modern Germany. Other questions and situations in the Soviet, Rumania, Italy, Britain and France also are discussed.

This is a book that will entertain and furnish countless sidelights on past, present and probable future developments abroad.

WHAT these and other books written by newspapermen and women in recent years have done to explain the events in England, Germany, Italy, France and Russia, has been done in excellent fashion in regard to the Balkans by Marcel W. Fodor in his "Plot and Counter-Plot in Central Europe," published by the Houghton Mifflin Co. at \$3.50.

Fodor knows the Balkans as no other newspaperman does. For years the correspondent of the *Manchester Guardian*, and for various American papers, including the *New York Evening Post*, the *Philadelphia Public Ledger* and, more recently, the *Chicago Daily News*, he has initiated and educated almost every other correspondent who has visited and written of the Balkan countries.

Dorothy Thomson, John Gunther and other American writers whose by-lines are well known have paid him tribute in words such as "he has written or caused to be written practically every important dispatch that has come from this section," and "he has the most comprehensive knowledge of Central Europe of any journalist I know."

As for the book itself, if you want to attempt an understanding of Europe's tinder-box you will find no better informed, no more entertaining a guide than Fodor and his book. If you have missed it to date, put it on your reading list at once. We'll let John Gunther, whose own "Inside Europe" was a marked success, describe "Plot and Counter-Plot."

"It is," he says, "an utterly competent political survey of the Danube

and Balkan countries. These Fodor knows like the palm of his hand. Discerning, omniscient, fair-minded, he leads us through the complicated and turbulent thoroughfares and by-ways of Central Europe. The book begins with a description of Austria, and considers then the political situations of Hungary, Czechoslovakia, Yugoslavia, Bulgaria, Turkey, Albania and Greece. This is not enough for Fodor, however, he proceeds to describe the mass movements, the new ideologies, the conflict in emotional strategies that underlie the surface in these countries. He discusses the rise of National Socialism, the influence of Italian Fascism, the Legitimist movement, the place of the aristocracy and the bourgeoisie. He speaks of kings on one side and peasants on the other. He recounts some of his own remarkable adventures. He concludes with a sound prognosis of Central Europe's future."

The list of background books might be continued and no list would be complete without mention of those earlier books—"And Fear Came," by John T. Whitaker, *New York Herald Tribune* foreign correspondent (Macmillan, \$2.50), and Vincent Sheean's "Personal History" (Doubleday, Doran, \$3, and now also in a \$1 edition).

Books and Authors

Sisley Huddleston, who has served the *Christian Science Monitor* for nearly 20 years as "European Editorial Correspondent," has retired from an active journalistic career to grow fruit in Normandy. He has written a book of his personal experiences as

a newspaperman in Paris, Geneva, Rome, Berlin, Vienna and other European capitals which Dutton's will publish in October under the title "In My Time."

John O'Donnell, Washington correspondent of the *New York Daily News*, has signed a contract with Random House to write a book on Supreme Court Justice Hugo L. Black. The book will contain an impartial study of Justice Black's early life, his career in the Senate, the bitter struggle over his appointment to the Supreme Court, and his first-year record as a member of that august body. Justice Black has promised Mr. O'Donnell free access to his scrapbooks and records. The book will explain in full detail every side of the bitter controversy over the Ku Klux Klan issue, and will analyze the Justice's Supreme Court decisions that have literally split the bar of America into two opposing camps.

DETLEF R. PETERSEN (Iowa '35), 23, manager of the Ft. Wayne, Ind., *United Press* bureau, was killed in an automobile accident Aug. 12 near Decatur, Ind. Four people met death in the collision and five were injured. Petersen had been with *United Press* three years, having joined the Milwaukee bureau following graduation. He was transferred to the Chicago bureau in December, 1936, and remained there until transferred to Ft. Wayne as bureau manager in February of this year. The mother, two sisters and four brothers survive. LEO H. PETERSEN (Iowa '29), a brother, is manager of the Philadelphia bureau of *UP*.

JOHN BRODERICK (Minnesota '25), bond editor of the *Wall Street Journal* in New York City, was married July 1 to Lucille Kern, daughter of Dr. and Mrs. M. J. Kern of St. Cloud, Minn.

These Journalism Schools

[Concluded from page 5]

merit they would have those boys plugging along in their own newspaper offices. We think the presence of these lads at Missouri is a good answer to those who are dubious about the value of schools of journalism.

OF course it does not follow that every boy or girl who takes a journalistic course becomes a journalist, or even an advertising vender. Many of them are smart enough to discover very quickly that they have no flair for the game and try something for which they are better adapted. Meantime, they have had an experience and training that certainly does them no harm.

We must say that if a journalistic course has only the merit of keeping a

youngster interested enough to remain several years in college it has accomplished a good work. The United States probably has more schools and colleges than any other country in the world and an enormous amount of money is being spent on education, but that is something the newspapers should be first to applaud.

The more education that is spread around, the more customers the newspapers will have. The pity is that education is not made easier to attain, and more comfortable in the attaining in this country. With all our schools and colleges, too many youngsters still have to sacrifice too much in pride and otherwise to acquire "book l'arnin'." (Copyright, 1938)

Moon Mullins

[Concluded from page 9]

No. 1 position and I hope he never learns to draw or I know about five or six comic artists who'll be looking for jobs."

For recreation, Frank plays a splendid game of tennis and, as you know by reading the papers, he is one of our country's best at golf.

Like his popular comic character, the artists is just as much at home in the company of society's "400" as he is with the man behind the bar or the newsboy at the corner stand. He has had the same colored chauffeur for 17 years, is liked by everyone who knows him, and as one very well known publisher has said, "His strip appeals to the highest of the highbrows and the lowest of the lowbrows."

Fortifying Against Propaganda

[Concluded from page 14]

ourselves against the contagious virus. The way to immunize is to educate.

We can learn to be suspicious of any germ-idea which strikes at our emotions. When our mental temperatures—which rise and fall altogether too easily anyway—are stirred too quickly by high-pitched, hysterical words or pictures, we are being bitten by a propaganda bug. We react with a mental fever. Our bile is disturbed to excess and our thinking becomes disordered. Mental biliousness is a sure sign that the propaganda bug has struck home and is an active virulent agent within us.

An idea caused this mental biliousness, and we must inoculate ourselves with another idea to make ourselves immune to the poison. What idea caused it? Where did we get that idea? What was the source of the information on which it is based? Who controls that source? How much credence can be given to that source? Through what channels did the information come? Who controls those channels? Who has influenced the information in its passage through many hands and many minds from the original source to our minds? What motives might guide those persons in seeking a cer-

tain reaction from us? Where does straightforward information leave off and conjecture, guessing and wishful thinking begin?

If, everytime we are asked to accept a questionable idea, we in turn ask these questions about it before we accept it, then we have very little to fear from the propaganda bug. The danger lies in allowing our preconceived notions and prejudices to close our minds every time an inconvenient idea—an idea which we don't like—knocks at our mental doors.

If we can keep the channels of communication free and open, if we can keep our minds receptive to free and varied ideas, then we will not be so ready to "jump through the hoop" every time a propagandist gives the order. We can first become rocking-chair philosophers for a while, until we reason out why we should act one way or another.

Education, then, is the answer—education and a sense of humor, so that instead of enlisting in every cause propounded by propagandists, we enroll, instead, in an army of readers, in a battalion of listeners, and let reason, not emotion, tell us when and how we should act.

Editorializing, it might be well to observe that the Stauffer system might well be applied in other industries as a Twentieth Century answer to the problem of stymied opportunity.

Certainly the plugging reporters of his organization do not feel that they are standing in the journalistic "bread line" because just around the corner may be the average reporter's idea of heaven, a block of stock in a community publication.

Cleveland Honored



Chester W. Cleveland (Illinois '20) on May 31 received the honorary degree of Doctor of Laws from the Atlanta Law School. In his citation, Cleveland, who has been editor of *The Magazine of Sigma Chi* in Chicago since 1921, was referred to as the "foremost exponent of college fraternity journalism in America." He shared the spotlight on that occasion with Marvin H. McIntyre, secretary to President Roosevelt, who was awarded the same degree. Both addressed the graduating class.

Chet Cleveland was editor of *The Quill* from 1923 to 1925 and issued *Sigma Delta Chi's* first membership directory during that period. As editor for both *Sigma Chi* and *Sigma Delta Chi*, he was the first man ever to serve both his social and professional fraternity in that capacity simultaneously.

RUSSELL ALEXANDER (DePauw Associate), publicity director of DePauw University, was elected secretary-treasurer of the American College Publicity Association at the annual meeting of the organization held recently in Pittsburgh. W. EMERSON RECK (Nebraska Associate) of Midland College, Fremont, Nebr., was named editor of the association, and WALTER PAULSON (Northwestern '25) of Northwestern University, Evanston, Ill., was elected vice-president in charge of sports. ROBERT X. GRAHAM of Pittsburgh University was elected president.

J. ROY PETERSON (Stanford '38) has been appointed to the publicity—publications staff at the University of Hawaii.

THE QUILL for August, 1938

Try to Get on With Stauffer

[Concluded from page 11]

inhabitants. The paper pays magnanimously.

ALFRED G. (SCOOP) HILL, the mascot for Stauffer's baseball team in the early days, who later went to Arkansas City as advertising manager, today is editor of the *Cheyenne (Wyo.) Tribune*, a paper in which he holds the controlling interest, a possibility realized through the financial assistance of the Stauffer organization. The most recent addition to the Stauffer group was made with the purchase of the *Santa Fe New Mexican*, a paper owned by the late Senator Bronson Cutting. Figuring in this deal was Rolla Clymer, another of the Kansas Crowd, editor of the *El Dorado (Kan.) Times*, and another graduate of the "William Allen White School of Journalism."

If it appears that the Stauffer organization has been instrumental in launching the careers of a number of men—withhold opinion a moment: Clayton Finch, now owner at Tippe-

canoe City, Ohio, a former advertising man in the Stauffer group was given financial assistance; McHenry Tichenor, publisher of the *Nevada State Journal* received early training in the Kansas group; Ivan Gillette, Fort Morgan, Colo., publisher, was formerly a member of the *Traveler* advertising department; Ben Hibbs, of the editorial staff of Curtis Publications is a former managing editor of the *Traveler*; Robert Herrick, who apprenticed with Stauffer Publications recently purchased a weekly in Ohio. Throughout Kansas editors tell cub reporters with ambition to get on with Stauffer because "if you do you're made."

Concluding in the true obituary style of the country newspaper of the past, it must be stated that Stauffer has served on the board of regents of the University of Kansas for eight years, and that he was president of the *Kansas Associated Press* for six years.

WHO • WHAT • WHERE

MRS. RENATE TYRNAUER, wife of ALFRED TYRNAUER, of the Paris staff of *International News Service*, died on June 30 in Paris at the American Hospital. Mrs. Tyrnauer actively assisted her husband in his correspondence duties for INS. She was with him in Vienna at the time of Germany's annexation of Austria. At that time Mr. Tyrnauer was chief of the INS Vienna bureau. With the assistance of his wife, he scored a sensational beat on the dramatic resignation of Chancellor Schuschnigg. Besides her husband, Mrs. Tyrnauer is survived by one daughter, Gabyfee, seven years old.

★
ROBERT S. MATTHEWS, JR. (Florida '35), formerly city news and sports editor of the Goldsboro (N. C.) *Daily News Argus*, has joined the day city news staff of the Wilmington (N. C.) *Star-News*.

★
LUMAN G. MILLER, editor of the 1938 *Royal Purple*, Kansas State College year-book, assumed editorial charge of the Belleville (Kan.) *Telescope*, owned by his father, A. Q. MILLER, July 1. Another son, MERLE, has been advertising manager of the paper for more than a year. CARL MILLER, another son, is general manager of the Pacific Coast edition of the *Wall Street Journal*, while A. Q. MILLER, JR., is general manager and a partner in the Ontario (Calif.) *Daily Report*. With the exception of Merle, all are members of Sigma Delta Chi.

★
W. T. (BILL) RAY, who has been with the Atlanta *Georgian* since his graduation from the Henry W. Grady School of Journalism at the University of Georgia in 1935, has been made sports make-up editor on the Philadelphia *Record*.

★
READ W. WYNN (Georgia '37) is now news editor of the St. Augustine (Fla.) *Record*. Wynn was formerly connected with the Atlanta *Constitution* and the Augusta *Herald*.

★
DR. ALFRED McCLUNG LEE (Pittsburgh '27) and Mrs. Lee announce the birth of Briant Hamor Lee on his brother's fourth birthday, May 6, in the New Haven, Conn., hospital. Dr. Lee, who has been associated with the Yale Institute of Human Relations, was the winner of the Sigma Delta Chi Annual Research Award for 1937, the award being made for his book, "The Daily Newspaper in America."

★
PAUL W. PARTRIDGE (Oklahoma '29) and Miss Rose Biasioli of San Antonio, Texas, were married in St. Mary's Church, San Antonio, Aug. 25. The couple will be at home in Tulsa, Okla., where Partridge is director of public relations for the Community Fund.

★
ALBERT McCORD (Butler '36) is a reporter on the Indianapolis (Ind.) *Times*, covering the Federal building.

★
HAROLD G. ROETTGER (Illinois '35) is vice-president of the Rochester, N. Y., baseball club in charge of publicity and promotion.

THE QUILL for August, 1938

To Indiana U.



John E. Stempel

Stempel (Indiana '23), editorial director of the Easton (Pa.) *Express*, has been named head of the Indiana University Department of Journalism. He will succeed Prof. J. W. Piercy (Washington Associate), who retired in June after having served since 1914 as head of the department.

Stempel was national president of Sigma Delta Chi in 1934-35, and previously served as executive councilor, secretary, and vice-president. He was co-founder of the New York alumni chapter of the fraternity, and served a term as its president. Stempel was awarded the Wells Memorial Key of Sigma Delta Chi in 1935 for outstanding service to the organization.

Following his graduation in 1923 from Indiana University, Stempel was an instructor in English and publicity director for Lafayette College, Easton, Pa., until 1926. He then returned to Indiana University as part-time instructor in journalism and city editor of the Bloomington (Ind.) *Star* for one year. From 1927 to 1930 Stempel was news editor of the *Columbia University Alumni News*. He was copy editor of the New York *Sun* from 1929 to 1936, when he took over the position at Easton.

The new department head has served as president of the Easton Advertising Club, and vice-president and chairman of research and chairman of the committee on standards of practice of the American College Publicity Association. Stempel is a member of Phi

Kappa Psi social fraternity, the Masonic Lodge and the Faculty Club of Lafayette College.

Stempel will move to Bloomington, Ind., late in August to begin his new duties.

He and Mrs. Stempel will be accompanied by John Dallas Stempel, born July 26, 1938, at Easton.

★
TOM MAHONEY (Missouri '27), associate editor of *Look* magazine, spoke July 29 at two sessions of the University of Iowa news photography short course. The short course was given by the school of journalism with the cooperation of the university extension division. DR. FRANK LUTHER MOTT (Iowa Associate) was in charge.

★
WILLIAM PETIT (Pittsburgh '29), now a Pittsburgh attorney, is co-author with C. Leonard O'Connell, Dean of the Pittsburgh College of Pharmacy, the University of Pittsburgh, of "A Manual on Pharmaceutical Law," published by Lea & Febiger, Philadelphia, Pa.

★
HOYTE ALLEN (Oklahoma '36), known as Pokey Martin of the "Tall Story Club" program on WLS radio station in Chicago, has returned to his duties after a four-month vagabond trip through Europe.

★
ALEX GOTTLIEB (Wisconsin '28), Beverly Hills, Calif., is screen writer with Republic Pictures, and chief writer on the Al Jolson radio show.

★
KENNETH W. HARTER (Kansas State '34) is now sports editor of the Washington (D. C.) *Times*.

★
HUBERT K. GAGOS (Stanford '30), Sacramento, Calif., is western division radio manager, *United Press*.

★
JOHN C. BAKER (Purdue '29), formerly with radio station WLS in Chicago, is now extension radio specialist with the U. S. Department of Agriculture in Washington.

★
GEORGE A. BENSON (North Dakota Assoc.) is an editorial writer on national and foreign affairs with the Providence (R. I.) *Journal*.

★
VICTOR R. CRAZE (Texas '35) is assistant telegraph editor, Galveston (Texas) *News*.

★
VERNE E. BURNETT (Michigan '17) is vice-president in charge of public relations, General Foods Corporation, New York City.

★
QUINCY EWING (Louisiana State '23), formerly *Associated Press* correspondent at Baton Rouge, La., is now in the Washington bureau of AP.

★
DANIEL R. MAUE (Columbia '25) is an assistant to the publicity director for the 1939 New York World's Fair.

Death in Headlines

QUITE a little stir—and no doubt considerable indignation against the newspapers—has been caused by the recent publication in *Collier's* of an interview with J. Edgar Hoover, head of the G-Men, by Quentin Reynolds. The article appeared in the magazine under the title "Death in Headlines."

It charged instances in which investigations of the FBI have been hampered, captures thwarted, though the efforts of newspapermen determined to get first break on stories regardless of the consequences. Traps were set for desperate criminals only to have some newspaper appear with blazing headlines in time to warn off those sought and thus balk their capture for weary months, during which their careers of murder and robbery continued. Investigations were hampered by reporters surrounding and literally camping out in the vicinity of homes of kidnap victims.

Not a very nice picture of the press to be presented to the magazine-reading public—and yet a picture that, it must be admitted, is all too accurate in its application to some newspapers and their representatives.

OVERLOOKED by most of those who read the article will be Hoover's tribute to the greater part of the press described as being "usually immensely helpful to the FBI in kidnap cases." Overlooked, too, in the indignation aroused by the overt acts, will be his statement that newspapermen are frequently told things "off the record" by investigators and that seldom has a newspaperman violated that confidence.

Mr. Hoover said much the same things in regard to the press in an article—"The Role of the Press in the War in Crime"—which appeared in *THE QUILL* for May, 1937.

"I have no desire," he said then, "to appear as a critic of the press in general, because it has only been a small minority of the press which has thoughtlessly, I believe, been unwitting parties to these instances of obstruction of justice."

It remains a fact, however, that the press as a whole will be blamed for the excesses of the few. The public will remember the instances of meddling, bungling, of broken faith, instead of the integrity, the responsibility of the majority.

There are those who scoff at the thought of newspaper "ethics," particularly the attempts of professors of journalism to impart and instill such precepts in their students. But generous applications of ethics to various portions of the journalistic anatomy would certainly do no harm, and, in the long run, might save the press from its internal spots of infection.

When Opinions Clash

WHEN an editor's conception of a proper editorial course—of the proper policy to pursue—clashes with that

AS WE VIEW IT

of the publisher he has but two courses to follow. He can surrender, becoming a figurehead for the publisher, or he can get out—hoping to go elsewhere and continue the fight along the lines he believes right.

Oliver K. Bovard, under whose guiding hand as managing editor the *St. Louis Post-Dispatch* was an outstanding newspaper, chose to resign recently "because of irreconcilable differences of opinion with Mr. Pulitzer over the conduct of the paper."

We salute him as he goes—hoping that he finds a welcome elsewhere—a newspaper where he can continue to inspire men with his rule "Never be satisfied with the surface of the news." Journalism needs men like that.

Newspapers on Display

SOMEWHERE in every newspaper building there should be a room or hall set aside for the presentation of that newspaper to the public.

A newspaper museum, if you would want to call it that; a hall of fame or achievement; a permanent display of the part that paper had played in the life of the community and the nation.

What should such a hall or room contain? Any trophies or citations won by that paper.

It should contain front pages showing the way the paper has presented outstanding news events during the years the paper has served its readers—history as revealed by front pages and headlines.

It should contain outstanding examples of the best work of the staff cartoonist and others of the art department.

It should contain enlarged prints of outstanding, unusual or exceptional news and scenic shots made by staff photographers or received from the paper's picture services.

It should contain a display of books written by members of the staff—if any—perhaps also their contributions to outstanding magazines.

It should contain a gallery of its editors through the years—of members of the staff who have won recognition for their work in the ranks—for outstanding stories, exposés, devotion to duty.

It might contain displays showing the steps in the making of a newspaper page from initial stories and ad layouts, through the type stage, the matrix and finally the printed page.

It might contain a display showing the steps in making a four color illustration.

NEEED we continue? Wouldn't such a display have a permanent appeal to newspaper readers—young and old? Wouldn't it help establish and preserve newspaper tradition and significance? Wouldn't such a display foster a feeling of pride on the part of the staff—a feeling of appreciation on the part of the public?

Perhaps some day we can have a national display in Washington or elsewhere devoted to perpetuating the best traditions and accomplishments of the nation's press and the men and women who devote their lives to it.

AT DEADLINE

[Concluded from page 2]

future. But how many students of journalism know as undergraduates positively and definitely the field of journalism they will enter or the particular job in any field they may eventually hold?

A man knows as an undergraduate, or thinks he knows, that he would be most interested in sports writing, political writing, foreign correspondence, etc. He, with the assistance of the school, gets an idea of the fundamentals of reporting, news writing and copy-editing. He and his fellow students get an introduction to various journalistic fields and through school publications have a chance to test out their liking for various phases or forms of journalism. Perhaps that school experience will definitely shape his choice and future career. Perhaps not.

Once graduated, however, the former student finds what he likes or wants to do isn't so important to his boss in the city room, press association bureau, magazine office or weekly. He'll have to prove himself, play for the breaks, gain experience and perhaps eventually find himself doing and liking a job of which he had no inkling while still in school.

In other words, the schools can and do give students a general grounding in journalism—leaving it to the individual and his experiences in the outside world to shape his final job or career.

Don't the law schools, the medical schools and other professional schools do the same? First comes general training—the framework—later specialization.

PERSONALLY, we'd like to have the opportunity to do some real delving into the fields of social science. We'd like to know more about past, present and future relations of the United States with the other nations of the Americas. We'd like quite a lot more guidance through the maze of economics.

We've become quite interested in the stage and in short stories. We wish we'd paid a little more attention and given a little more study to our European history.

In other words, we find ourselves in complete harmony with Mr. Coleman's conclusion that the man who enters the world of publishing can never stop learning. He must eternally be questing for new information,

new knowledge, new background, for wider horizons.

Not many of us can hope to return to school as full-time students. Not all of us can find the time to work on master's and doctor's degrees after completing the day's or night's work by which the butcher, the baker and the candlestick maker are kept on friendly terms. But almost any one of us could enlarge our scope of knowledge by a little judicious reading now and then.

The physical spread comes with the years, with no encouragement whatso-

ever, as the rule. The mental spread comes only with cultivation and concentration.

BY the way, if you have forgotten what J. L. Morrill, now Acting President of the Ohio State University, had to say about schools of journalism in the March issue of *THE QUILL*, try to get hold of a copy and read it again.

To our way of thinking, what he said in that article is just about as fine a case for the schools of journalism and for the need for journalistic instruction that has ever been made.

THE PERSONNEL BUREAU

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4. **Secretary to Executive.** Trained and experienced as secretary to executive. Good personality, tact. News experience, and special training in government, diplomatic service. Shorthand and typing. Age 24.

5. **Public Relations, or Publication Manager.** 2 yrs. managing editor national class magazine, complete responsibility. 3 yrs. correspondent for newspapers and press associations. 2 yrs. district supervisor state-federal employment service. Broad general knowledge, understanding of employee-employer relationship; publication management experience. Age 30.

6. **News or General Manager.** 8 yrs. experience includes 5 yrs. reporting, rewrite, features, editor-in-chief dailies and press assn.; 2 yrs. advertising sales and business management, dailies; 1 yr. managing editor national trade magazine (now). Excellent references. Age 29.

For further information, or for recommendations for a specific position, write, wire or call (STAt 7197)

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